

March 9, 1997

Chairman Reed Hundt & FCC Commissioners
c/o Federal Communications Commission
1919 M Street NW, Room 222
Washington, DC 20554

Re: V-chip

APR 8 1997

Federal Communications Commission
Office of Secretary

Dear Chairman Hundt & Commissioners:

RE: CS Docket No. 97-55, FCC 97-34

I am writing on behalf of the National PTA and the Oregon PTA to voice our opposition to the V-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on Jan. 17, 1997. The rating symbol on the TV screen does not provide sufficient context information so that parents can make decisions about what is appropriate TV programming for their children.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. We do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, we request the following:

Under no circumstances should the FCC approve the industry's rating system;

That the FCC require a V-chip bank broad enough that would allow parents to receive more than one rating system;

That the rating box on the TV screen be made larger, more prominently placed on the screen, and appear more frequently.

That the rating board be independent of the industry and the FCC and that it include parents; and

That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Sincerely,

Kathryn E. Firestone
Vice president for legislation
Oregon PTA
531 SE 14th Ave.
Portland, Oregon 97214

March 9, 1997

Chairman Reed Hundt and FCC Commissioners
of Federal Communications Commission
1999 M Street N.W. Room 222
Washington D.C. 20554

Planned
APR 8 1997

FCC
Communications Commission
Office of Secretary

Dear Chairman Hundt and Commissioners:
RE OS Docket #97-55, FCC 97-34

I am a member of Freedwood Elementary School and
Toll Gate High School PTA in Warwick, RI. I am writing
in behalf of them and myself to tell you we oppose the
V-chip rating system proposed by Jack Valente on
Feb 17, 1997. We do not want a rating system which
indicates a package judgement on the age which
TV shows are acceptable. As parents, we want the
additional information which tells us the reason for
the age rating so we can decide whether or not
the content is acceptable to our children.

We do not approve the age appropriate symbol without
additional information such as content with S L and
V symbols.

It is also necessary for the content symbol
to be shown many times during the program. Showing
it only at the beginning because it will usually not
be visible. I see no reason if it should not be visible on
the screen during the entire program.

The producers of shows have shown such an

401-739-55218

Dear Mr. & Mrs. Goss
30 Victoria Rd.
London SW1
22882

We could see the old man from time to time.

Self-Reflection

① We must make the program effective to the public so that they can participate in the program. Only then will the public participate in the program.

② We must make the program successful by letting the public know about the program.

③ We must make the program successful by letting the public know about the program.

④ We must make the program successful by letting the public know about the program.

⑤ We must make the program successful by letting the public know about the program.

⑥ We must make the program successful by letting the public know about the program.

⑦ We must make the program successful by letting the public know about the program.

⑧ We must make the program successful by letting the public know about the program.

⑨ We must make the program successful by letting the public know about the program.

⑩ We must make the program successful by letting the public know about the program.

March 9, 1997

Chairman Reed Hundt + FCC Commissioners
Federal Communications Commission
1919 M. Street N.W., Room 222
Washington, DC 20554

FEDERAL COMMUNICATIONS COMMISSION

APR 8 1997

Federal Communications Commission
Office of Secretary

Dear Chairman Hundt and Commissioners:

RE: CS Docket No. 97-55, FCC 97-34

I am writing on behalf of the National PTA and the Toll Gate High School PTA (Warwick, RI) and the Rhode Island Congress of Parents and Teachers. I am writing to oppose the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group on January 17, 1997. The rating symbol on the screen under the present system does not provide enough content information about the television program for parents to be able to make a truly informed choice regarding their family's ^{TV} viewing habits.

As parents, we do not want the Television industry making the decisions for us, usurping our responsibilities to properly guide our children through the rough waters of contemporary culture. Any rating system without content descriptors is as good as useless.

I do not believe the industry's rating system should be approved by the FCC. Further, the FCC should not accept any rating system that does not include content information, such as V- Violence, S-sexual ^{depiction}, L-language. I believe the rating icon should be larger and remain on the screen throughout the program. Also the rating board should be independent of the industry & include parents

Further, independent research should evaluate the new system to determine if it meets the needs of parent.

Compared to no rating system, the one proposed by the industry is better, but it does not go far enough, to give parents the tools they need. It makes sense to approve ~~the~~ the best system we can. Our children deserve no less. Our future depends on them.

Thank you for this opportunity to comment.

Sincerely,

Karen A. McQuade
Warwick, Rhode Island

March 9, 1997

Chairman Reed Hundt + FCC Commissioners
c/o Federal Communication Commission
1919 M Street N.W., Room 222
Washington D.C. 20554

APR 8 1997

Federal Communications Commission
Office of Secretary

Dear Chairman Hundt + Commission

RE: CS Docket No 97-55, FCC 97-34

I am writing as a member of National PTA and a member of Wisconsin PTA to express my concern about the U-Chip rating system proposed TV-PG, TUPG-13 ect. I had the "opportunity" to watch selection of shows rated TV-PG. Some of the shows like Friends were okay others -I wouldn't - couldn't watch because of the violence.

Our ~~children~~ children and adults need a system that describes the content and extent of shows. I will no longer be comfortable watching a TV-PG show because I can't watch violence I don't want to see. My

19 year old son is already desensitized
to this violence - and ~~he~~ doesn't see
~~too~~ what the big deal is - "it's not real"

We started too late for my son - let's
get it together and give our
younger generation better viewing opportunities

Please change the rating system to
to a content based system that
not only says V for violence but gives
an idea of level. There is a difference
between a slap across the face and a
bloody slashing - both presently T+PG.

Please listen to us - PTA parents, not
Hollywood who are primarily concerned
about the dollar. We as PTA care about
children - all children - only children

Sincerely
Winnie Dossie

Chairman Leed Hensat ^{3/19/97}
FCC Commissioner
90 FCC
Wash. D.C. 20554
RE: CS DOCKET No. 97-55, FCC 97-34

APR 8 1997

I am writing on behalf of the National PTA to voice my opposition to the V-chip rating system presented by Jack Valenti on Mar 17, 1997. The symbol on the screen does not provide sufficient content information so that parents can make a decision about what is appropriate TV programming for their children.

The program content has become so uncomfortable & appalling that only public channels or DISCOVERY are enjoyable anymore -

I have 4 children and have tried to teach them good values and it is so difficult to reinforce when the 'industry' continues to counter parents' efforts. We need your help. This generation is not going to do well if they live the kind of life depicted on T.V. ~~that they do~~

Pop music and videos were first banned in our house then certain TV programs & movies - but now it is impossible to monitor them so much or that is objectionable. Please allow a rating system that will include content information and that is on the screen for the duration of the program. Why not? If you believe in something show that you do.

Please allow parents to be part of the rating board. It makes sense.

Thank you,

Maria Hiller
New Hampshire PTA
President

DIANA F. DILLON
537 CHESTERFIELD RD.
HINSDALE,
N.H. 03451

Parent of Jason, Jen, Sarah, +
Mike

~~St.~~

March 9, 1997

Chairman Reed Hunt and FCC Commissioners
c/o Federal Communications Commission
1919 M. Street N.W. Room 222
Washington, D.C. 20554

RECORDED
APR 8 1997

Dear Chairman Hunt and Commissioners:

APR 8 1997
Federal Communications Commission
Office of Secretary

RE: CS Docket No. 97-55, FCC 97-34

I am writing on behalf of the National PTA and the India PTA to voice my opposition to the V-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents make decisions about what is appropriate TV programming for their children. Major surveys released this fall which document overwhelming parent preference for a rating system that gives parents information about the content of programs every day, conducted by the National PTA, U.S. News and World Report, and Media Studies Center/Roper. Parents do not want the T industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodic that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry rating system has met statutory requirements of the Telecommunications Act of 1996. I do not believe this system does so and that the FCC not approve the industry rating system. Instead we request the following:

- That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should also approve a rating system that does not include content information about programs such as V (for violence), S (for sexual depiction and nudity), and L (for language).
- That the FCC require a V-chip card broad enough that would allow parents to receive more than one rating system.

- That the rating icon on the TV screen be made larger & more prominently placed on the screen, and appear more frequently during the course of a program;
- That the rating board be independent of the industry and the FCC ~~be evaluated by~~ ^{selected by} parents; and
- That the rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,
Darlene Maloney
Chesterton, IN

March 9, 1997

Chairman Reed Hundt & FCC Commissioners
c/o Federal Communications Commission
1919 M Street NW Room 222
Washington DC 20554

RECORDED

APR 8 1997

Dear Chairman Hundt & Commissioners:

Federal Communications Commission
Office of Secretary

RE: CS Docket No 97-55, FCC 97-34

I am writing on behalf of the National PTA and the IN PTA to voice my opposition to the V-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on Jan 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate T.V. programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, U.S. News and World Report and Media Studies Center/Rosse. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry T.V. scheduling is useless.

The FCC, by law, is required to determine whether the industry rating system has met statutory requirements of the Telecommunications Act of 1996. I do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, we request the following:

- That under no circumstances should the FCC approve the

industry's rating system. Further the FCC should accept no rating system that does not include content information about programs such as V (for violence), S (for sexual depiction and nudity) and L (for language):

- That the FCC require a Vchip hardwired enough that would allow parents to receive more than one rating system;
- That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- That the rating board be independent of the industry and the FCC and that it include parents, and
- That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

Barbara Smith

Lev, IN

Sandy Kirby
630 Fineface Wood
Austin, Texas 78746

Chairman Reed Hundt and FCC Commissioners
Federal Communications Commission
1919 M Street N.W., Room 222
Washington, D.C. 20554

APR 8 1997

Federal Communications Commission
Office of Secretary

Dear Chairman Hundt:

The National PTA, including the 715,000 members of the Texas PTA, is extremely concerned about the plethora of coarse language, sex, and brutal violence currently on television from early in the morning and until 10:00 p.m. The current rating system promoted by the motion picture industry is not an acceptable rating system. Parents need better, more accurate guidelines that are more age specific. With regard to CS Docket #97-55, FCC 97-34, we do not believe that the Telecommunications Act of 1996 and the Rating System defined by Jack Valenti is within the FCC Guidelines. Please consider the impact ~~that~~ this insufficient rating system will have on children. Not be ashamed.

is the overwhelming recommendation
that the Texas PTA delegation suggests
Texas PTA is involved in a huge
media educational campaign about
the T.V. rating system. As soon
as parents have the V-Chip in
homes, we can better control the
T.V. viewing of our children. We, as
parents who are concerned about
many popular T.V. shows, ask
you to base your decision
with all the children in mind.

Very sincerely yours,
Sandy Kirby
Legislative Consultant, Texas PTA.

March 9, 1997

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M. Street NW, Room 222
Washington, DC 20554

FCC

APR 8 1997

Federal Communications Commission
Office of Secretary

Dear Chairman Hundt and Commissioners:

RE: CS Docket No. 97-55, FCC 97-34

I am writing on behalf of the National PTA and the Illinois PTA to voice my opposition to the V-chip rating as presented by Jack Valenti on January 17, 1997. The rating symbol on the screen doesn't provide sufficient content information so parents can make decisions about what is appropriate TV programming for their children.

Parents want to make choices themselves based on content information.

Years ago the public didn't have detailed product information on food products.

Today we do have that labeling and people can make their own choices about eating these products or feeding them to their family. Just as we pay to what we now feed our children's bodies, we must pay no less attention to what we feed our children's minds.

Thank you for the opportunity to comment on this vital issue important to children and families.

Sincerely,

Candee Caplor
2020 W. Greenleaf
Chicago, Ill. 60645

March 10, 1997

Reed Hundt, Chairman Federal Communications Commu
and FCC Commissioners
Federal Communications Commission APR 8 1997
1919 M Street N.W., Room 222
Washington, D.C. 20554
FCC Communications Commission
Office of Secretary

Dear Chairman Hundt and Commissioners:
Re: C5 Docket No. 97-55, FCC 97-34

I am writing as a member of the Homewood District 153 PTA, District 19, Illinois and as the Legislation Chairman of the Illinois PTA. I have just listened to a presentation by Jack Valenti, Chairman of the TV Rating Implementation Group, and I am writing to voice my objections to his proposed V-Chip rating system.

Please do not approve the system he has proposed. It is insufficient information for parents to make a good decision for their children. A system that would simply tell me whether a program contained violence, sexual content, objectionable language in a V, S, or L symbol would allow me to

to determine what my own children are mature enough to watch. The symbol should be large enough to be easily seen on a 13" TV screen, and should be shown regularly and repeatedly at intervals throughout the program.

Once again, please do not approve the system offered by Jack Valenti. Instead create a TV ratings board that includes parents - the people responsible for raising the children who will be affected by the system.

Sincerely,

Sharon G. Doliva, Illinois PTA Legislation Chair
Ten West Sibley Boulevard
Dolton, Illinois 60419

March 9, 1997

Chairman Fred Hundt & All Commissioners
to Federal Communications Commission
1919 M Street, N.W. Room 222
Washington, D.C. 20554

RECORDED

APR 8 1997

Federal Communications Commission
Office of Secretary

Dear Chairman Hundt & Commissioners;
RE: CS DOCKET NO. 97-55, FCC 97-34
I am writing on behalf of the National PTA
and the Wisconsin State PTA to express my
opposition to the V-chip rating system as presented
by Jack Valenti, Chair of the TV Rating Implementation
Group, on January 17, 1997. The rating ~~system~~ symbol
on the TV screen does not provide sufficient
information so that parents can make decisions
about what is appropriate TV programming for
their children. Parents want a rating system
that is more content based and do not want
the TV industry to interpret what is best for their
child.

I understand the FCC, by law, is required by law to
determine whether the industry's rating system has met
statutory requirements of the Telecommunications Act of 1996.
I believe this system has not & ask that the FCC not
approve the industry rating system.

Please consider a V-chip that is broad enough
to allow parents to receive more than one rating

TV be made larger, more prominently placed on the screen & appear more frequently during the course of a program.

Please let the parents make the choice and a content based system is a step in that direction.

Thank you for the opportunity to comment on an issue so important to children & families.

Sincerely

Dinny Burdell

6124 Williams Dr.
Cedarburg, WI. 53012

21120 SE 40th Place
Issaquah WA 98029
March 9, 1997

POLAROID

Chairman Reed Hundt
FCC Commissioners

APR 8 1997

% Federal Communications Commission
1919 M Street NW, Room 222
Washington DC 20554

Federal Communications Commission
GPO : 1997 OMB No. 3050-0002

Dear Chairman Hundt & Commissioners:

RE: CS Docket No. 97-55, FCC 97-34

I am writing on behalf of the National and Washington State PTAs. We are not satisfied with the V-Chip rating system which was presented to you in January by Mr. Jack Valenti.

Primarily, we find it an insufficient system because it provides little, real information from which parents can make a decision. What is apparent to me may not be for someone else. I want to know if it is only some swearing or someone being

blown away.

We also have too little time to learn what the rating is for a show.

Please give the public enough information to make good choices for their families.
Thank you for this opportunity to comment on this important issue.

Sincerely,
Barbara Casey

March 9, 1997

Chairman Reed Hundt and FCC Commissioners
Federal Communications Commission
1919 M Street NW Room 222
Washington, DC 20554

RECEIVED
APR 8 1997

Federal Communications Commission
Office of Secretary

Dear Chairman Hundt and Commissioners:

RE: CS Docket No. 97-55, FCC 97-34

I am writing on behalf of the National PTA and the Central Oregon PTA to voice my opposition to the V-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children.

Please help us parents make the educated decision when it comes to programming & follow the following suggestions:

That under no circumstances should